Impact of Social Media

There have been many changes to consumer behavior based upon the use of the internet and social media.

Pricing.... it is now so easy to price a product with competitors and the companies are aware of this and offering their best prices through internet search

Distribution ... more and more products are sold through internet sources, often direct from the manufacturer

Buying process ... we often will take a picture and put it up on social media for our friends to comment on so the actual purchasing process has been changed using social media

and more

discuss!

For more see

More on social media impact

<https://www.youtube.com/watch?v=pK5KpYv50wg>